

Koreen Chihak

CRM Administrator

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📍 1234 Oak Street, Little Rock,
AR 72201

Education

**Bachelor of Science in
Business Administration with
a concentration in Customer
Relationship Management
at University of Arkansas,
Fayetteville, AR**

Sep 2018 - May 2022

Relevant Coursework: Customer Relationship Management, Marketing Strategy, Consumer Behavior, Market Research, Sales Management, Business Analytics, and Operations Management.

Links

[linkedin.com/in/koreenchihak](https://www.linkedin.com/in/koreenchihak)

Skills

Salesforce

HubSpot

Zoho CRM

Microsoft Dynamics

Pipedrive

SugarCRM

Insightly

Languages

English

Japanese

Profile

Detail-oriented CRM Administrator with 1 year of experience in managing and optimizing CRM systems for enhanced customer relationship management. Proficient in data analysis, system customization, and user support, ensuring seamless functionality and improved efficiency. Adept at collaborating with cross-functional teams to enhance business processes and drive customer satisfaction. Demonstrated ability to quickly adapt to new software and technologies. Committed to leveraging CRM platforms to drive business growth and improve customer engagement.

Employment History

CRM Administrator at Salesforce, AR

May 2023 - Present

- Implemented a customized CRM solution for a major client, resulting in a 35% increase in sales productivity and a 25% reduction in response time to customer inquiries.
- Streamlined the lead generation process by integrating third-party data sources, leading to a 40% improvement in lead quality and a 20% increase in conversion rates.
- Developed and executed a comprehensive training program for over 100 sales representatives, increasing CRM adoption rate by 50% and improving data accuracy by 30%.
- Led a cross-functional team in the successful migration of 200,000 customer records from a legacy system to Salesforce, with zero data loss and minimal downtime, ultimately reducing operational costs by 15%.

Associate CRM Administrator at Microsoft Dynamics, AR

Sep 2022 - Mar 2023

- Implemented a CRM system for over 150 users, reducing response time by 50% and increasing customer satisfaction by 20%.
- Streamlined the sales process by creating customized workflows and dashboards, resulting in a 25% increase in lead conversion rates and a 15% increase in sales revenue.
- Developed and conducted training sessions for over 100 employees, increasing CRM adoption rate by 75% and improving overall efficiency by 30%.
- Led a successful data migration project, transferring over 500,000 records from legacy systems to Microsoft Dynamics, ensuring 99.9% data accuracy and completing the project two weeks ahead of schedule.

Certificates

Salesforce Certified Administrator

Jan 2022

Microsoft Dynamics 365 CRM Functional Consultant Associate

Aug 2020